

Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

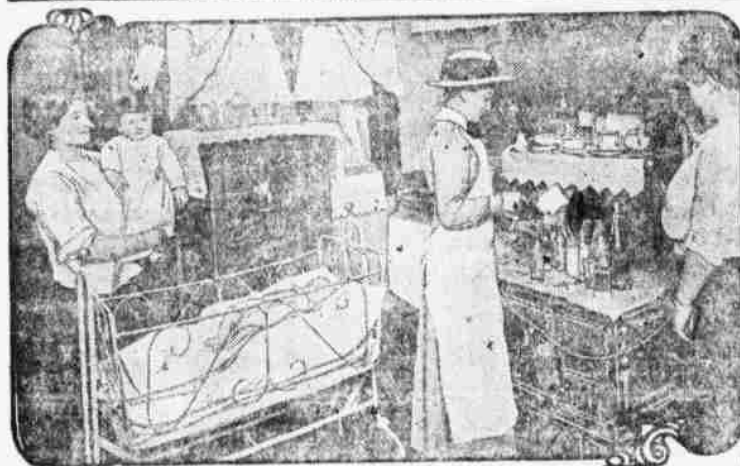
The Atlantic Grocery Co.

Palatka, Florida



AROUND THE WORLD WITH THE AMERICAN RED CROSS.

Public Health Nursing.



In the midst of its multifarious war duties the American Red Cross did not neglect its obligations to the civilian population at home. Throughout the conflict it maintained its Bureau of Public Health Nursing. Instruction in first aid, home nursing and sanitation, and disaster relief. Particularly in their work for the babies was effort by public health nurses important. The accompanying photograph shows a Red Cross public health nurse instructing a mother in the proper preparation of the baby's diet.

Uncle Samuel Is Unbusinesslike and Needs a National Budget System

By G. B. CORTELYOU, Former Secretary of the Treasury



The government of the United States for more than one hundred years has been conducted upon financial principles which would have bankrupted a private corporation within a few months.

No public officer has been directly responsible for the adjustment of expenditures to receipts. No public officer has direct control over the estimates of the different departments.

A distinguished gentleman in 1909 was credited with the statement that 30 per cent of the government's entire revenue—a sum totaling \$300,000,000—was wasted annually. I cannot attempt with any degree of accuracy to name the exact amount of money spent needlessly during any one fiscal year. It is no exaggeration, however, to say that the figures will run into millions of dollars. This same condition holds today.

I desire to point out that the distribution of immense sums raised mainly by taxation should be subjected to the closest scrutiny, classification and co-ordination. The present method of dealing with money matters is entirely lacking in system.

There is probably no other civilized government—certainly no government which is truly representative—where there has been such a complete lack of supervision of the budget as in the United States.

With a war debt of \$25,000,000,000 hanging over us it is no longer practicable to meet an annual deficit by an assessment upon the nation's stockholders—its citizens.

Even the United States, with a total estimated wealth of more than two hundred billion dollars, is not so rich or so powerful that it can afford to disregard the principles of business efficiency or fail to provide itself with a carefully mapped out budgetary plan.

BAPTIST BOYS CHALLENGED TO AID IN CAMPAIGN

From a devoted mother in Georgia, who lost a thirteen-year-old son in the influenza epidemic, there has come a challenge to other boys of the South to meet the challenge of her son in the Baptist 75 Million Campaign. The lad had been dedicated to God by his parents for a foreign missionary and had saved \$25 from his earnings. When he found that he would not recover he called his mother and said, "I want God to have my all." So the mother is sending the \$25 to the church at Salyerville, Ky., where the child was baptized, as a gift to the campaign and she hopes Baptist boys elsewhere will meet the gift of her son by giving \$5 per year for then extending \$5 per year for the next five years to the campaign.

MRS. ASTOR FOR PARLIAMENT

LONDON, Oct. 23.—"It is suggested that the new Lady Astor might be asked to contest for the seat in Parliament for Plymouth in succession to her husband, Waldorf Astor, who now becomes Viscount Astor," says the Daily Mail.

The newspaper adds that "apparently there is nothing to prevent a Peeress from being returned in the House of Commons, where women now are eligible."

TIDES FLOODING PLANTS.

WILMINGTON, N. C., (United Press)—Due to high tides filling water supplies here with salt water many big plants here are closed down today. Heavy rains in the up country would bring relief, it is said.

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.75
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

Name.....
Street.....
City..... State.....